

2008 Southern S&PF Redesign Competitive Process Proposal

Applicant (Agency) Contact Information

State	North Carolina		
State Forester	Wib Owen		
Address	North Carolina Division of Forest Resources 1616 Mail Service Center Raleigh, NC 27699-1616		
Phone	919-733-2162 x202	E-Mail	Wib.Owen@ncmail.net

Project Information

Project Name	Landowner Survey		
Project Lead	Dave Andres	Phone	919-733-2162, x245
		E-Mail	Dave.andres@ncmail.net

Abstract of Project Proposal

NC has over 700,000 forest landowners. The vast majority of these landowners are in need of forest management advice and services. The NC Division of Forest Resources [NCDFR], NC Wildlife Resources Commission [NCWRC], NC Division of Soil & Water [NCDS&W], NCSU Forestry Extension, and other agencies, as well as private consulting foresters and others natural resources professionals have been providing these forestry services in a "traditional" manner, but have not been able to reach all landowners. Perhaps there is a need for a service not currently offered, or there may be a better way to provide a service that needs to be explored. DFR and its partners would like to get some feedback from landowners to determine what they need from the natural resource professionals. The most effective way is through a professionally prepared mail-in survey.

This project will develop, implement and review the results of a landowner survey. This survey must be tailored for conditions and results of the survey are know, DFR and its partners will be better able to serve the needs of NC landowners.

Commission, NC Division of Soil & Water, NC Cooperative Extension Program, NC Association of Consulting Foresters, NC Woodlands, Society of Professional Foresters, NC State Stewardship Committee. Some of these partners will contribute to the project. Some of the other partners listed [and partners not listed] will assist with project review and promotion.

Project Location	Statewide					
Expected Completion Quarter	2nd Qtr., 2009 (July 2009)					
Total Federal Funding Request	\$15,000					
Total Proposal Budget (including match)	Project Income Sources					
	Organization*	S&PF Grant	DFR Match	WRC & DS&W Match	Others Match	Total
	Dollars	\$15,000				\$15,000
	Donations					
	In Kind Services		\$10,000	\$3,000	Est. \$2,000	\$15,000
	Total					\$30,000

Project Name	Landowner Survey
--------------	-------------------------

Explanation of project –

Project Goal: To develop a forest landowner survey to determine the forestry needs of NC's landowners.

NC has over 700,000 forest landowners. The vast majority of these landowners are in need of forest management advice and services. The NC Division of Forest Resources [NCDFR], NC Wildlife Resources Commission [NCWRC], NC Division of Soil & Water [NCDS&W], NCSU Forestry Extension, and other agencies, as well as private consulting foresters and others natural resources professionals have been providing these forestry services in a "traditional" manner, but have not been able to reach all landowners. Perhaps there is a need for a service not currently offered, or there may be a better way to provide a service that needs to be explored. DFR and its partners would like to get some feedback from landowners to determine what they need from natural resource professionals. The most effective way is through a professionally prepared mail-in survey.

This project will develop, implement and review the results of a landowner survey. This survey must be tailored for conditions and constraints which are specific to NC landowners. Once the results of the survey are know, DFR and its partners will be better able to develop new, more effective programs and services to better serve the needs of NC landowners.

Project Name	Landowner Survey
--------------	-------------------------

Evaluation Criteria Discussion:

1. National and Regional Relevance (check all that apply)

This project will assist landowners in a way that will contribute to meeting the national goals of:

- Conserving Working Forest Landscapes – if natural resource professionals better understand the needs of landowners then there will likely be more / better management of the forest resources and landowners will be more likely to hold onto their forests and manage them properly to meet their objectives.
- Protect Forests From Harm – if natural resource professionals better understand the needs of landowners then landowners will better understand the value of their forest and they will better protect their forest from fire, insects & disease, and invasive species.
- Enhance Public Benefits from Forests & Trees – if natural resource professionals better understand the needs of landowners then they can better communicate the benefits of ownership to the owner and to the citizens of the state.

In addition to the national themes, this project will also address most of the Regional Priorities:

- Fractured Forests – if natural resource professionals better understand the needs of landowners then there will likely be more / better management of the forest resources and landowners will be more likely to hold onto their forests and manage them properly to meet their objectives.
- Wildland Fire and Forest Fuels – if natural resource professionals better understood the needs of landowners then they can better explain the threats posed by unmanaged forests and the fuels that accumulate and be provided with relevant information on reducing hazardous forest fuels and preventing damage to property.
- Changing Markets – if natural resource professionals better understand the needs of landowners then they can provide better guidance to landowners and develop better programs and strategies for landowners to follow to market their forest products in a way that minimizes adverse affects.
- Forest Health - if natural resource professionals better understood the needs of landowners then they can develop better programs or strategies to convince them of the importance of maintaining a healthy forest and they will be more willing to manage it better to maintain its health and vigor.
- Water Quality and Quantity – if natural resource professionals better understand the needs of landowners, then they can be in a better position to help landowners protect water quality during all forestry operations.

2. Prioritization

This project is a high priority for DFR. It is ranked #10 out of the 24 proposals prepared. Traditional services have worked well for many landowners, but too many landowners are not seeking assistance. To correct this, natural resource professions need to better understand what landowners want from us.

3. Meaningful Scale

This project will have statewide implications for all of NC's landowners and for all of NC's natural resource managers and professionals. Furthermore, it may have applicability in some other southern states with similar forestry issues and concerns.

4. Collaboration

As mentioned above, this project will be a collaborate effort with various state and federal agencies and private entities to insure a balanced survey is developed and delivered to an appropriate pool of landowners. In addition, DFR's Outreach Coordinator will be actively involved to help generate language and formatting that will be more acceptable to all landowners, including those individuals and population segments [particularly minority landowners] that have not participated in the past.

5. Outcomes

This project will match the S&PF funds with in-kind staff time from several agencies. Funding will be used for travel, contracts, supplies, printing, postage, and to offset some salary costs. As stated above, the goal of this project is to develop a forest landowner survey to determine the forestry needs of NC's landowners. This project will complement existing efforts of the natural resource professionals in the state and ultimately provide guidance on newer or better ways to deliver a service that is more beneficial to more landowners.

6. Technology

This project will employ website and database technology to generate a fair and balanced list of landowners who will be chosen to participate.

7. Integrated Delivery

As mentioned throughout this proposal, this project must encompass the expertise of multiple partners, public and private, to insure all the natural resources are adequately addressed.

8. Leverage

This project will match the S&PF funds with in-kind staff time from several agencies and private entities. The exact amount and value of each partner's match has not been determined or quantified. Funding will be used for travel, contractor services, supplies, printing, postage, and to offset some salary costs.

9. Influence Positive Change

This project will provide a new "compass" to guide DFR and its partners to meeting the needs of more NC landowners.

10. Timeliness

This is an 18 month project with a final completion date of July 2009 [assuming the grant is awarded and becomes effective by January 1, 2008].